

IN THE CLAIMS:

Claim 1. (*Canceled*)

Claim 2. (*Canceled*)

1 Claim 3. (*New*) An electronic classified advertising system comprising:
2 a computer useable medium; and
3 a computer device having a processor;
4 wherein said computer useable medium carries thereon classifieds advertising software,
5 which, when executed by the processor, causes the processor to carry out steps comprising:
6 providing a multi-tier hierarchical structure with a top level sections menu and lower tier
7 section menus;
8 providing each section menu with a SEARCH ADS link;
9 providing each section menu with a PLACE ADS link;
10 providing each section menu with an EDIT ADS link;
11 providing each section menu with a MY PROFILE link;
12 providing each section menu with a MY CHECKLIST link;
13 providing each section menu with an AUTO NOTIFY link;
14 providing each section menu with a HELP link;
15 providing each section menu with a BROWSE ADS link;
16 providing each section menu with an ADVANCED SEARCH link;

17 providing each section menu with a POWER SEARCH link;
18 publishing a classified advertisement;
19 searching for classified ads by category and subcategory;
20 posting new classified ads by end users;
21 modifying, renewing, and deleting classified ads by end users;
22 creating, modifying, and deleting a personal search agent to automatically send new
23 classified ads by email that match predefined criteria;
24 establishing advertisement response criteria; and
25 privately and securely responding to electronic classified advertising.

1 Claim 4. (*New*) The system according to claim 3, wherein the step of providing each
2 section menu with a SEARCH ADS link, when executed by the processor of the system, further
3 causes the processor to carry out steps comprising:
4 searching for classified ads in the system by section (category) and subcategory.

1 Claim 5. (*New*) The system according to claim 3, wherein the step of providing each
2 section menu with a PLACE ADS link, when executed by the processor of the system, further causes
3 the processor to carry out steps comprising:
4 posting new classified ads to the system.

1 Claim 6. (New) The system according to claim 3, wherein the step of providing each
2 section menu with a EDIT ADS link, when executed by the processor of the system, further causes
3 the processor to carry out steps comprising:

4 modifying, renewing, deleting, or adding or modifying multimedia files to classified ads
5 on the system.

1 Claim 7. (New) The system according to claim 3, wherein the step of providing each
2 section menu with a MY PROFILE link, when executed by the processor of the system, further
3 causes the processor to carry out steps comprising:

4 registering for an account or updating registration information for an account on the
5 system.

1 Claim 8. (New) The system according to claim 3, wherein the step of providing each
2 section menu with a MY CHECKLIST link, when executed by the processor of the system, further
3 causes the processor to carry out steps comprising:

4 displaying all classified ads that have been marked for future recall and viewing by the
5 system.

1 Claim 9. (*New*) The system according to claim 3, wherein the step of providing each
2 section menu with an AUTO NOTIFY link, when executed by the processor of the system, further
3 causes the processor to carry out steps comprising:

4 creating, modifying, or deleting a personal search agent that automatically sends new
5 classified ads on the system by email that match pre-defined criteria.

1 Claim 10. (*New*) The system according to claim 3, wherein the step of providing each
2 section menu with a BROWSE ADS link, when executed by the processor of the system, further
3 causes the processor to carry out steps comprising:

4 presenting a list of all classified ads on the system.

1 Claim 11. (*New*) The system according to claim 3, wherein the step of providing each
2 section menu with an ADVANCED SEARCH link, when executed by the processor of the system,
3 further causes the processor to carry out steps comprising:

4 searching for classified ads using keyword searching, Boolean options searching, case-
5 sensitive searching, date-ranging searching, or searching with imagery.

1 Claim 12. (New) The system according to claim 3, wherein the step of providing each
2 section menu with a POWER SEARCH link, when executed by the processor of the system, further
3 causes the processor to carry out steps comprising:

4 searching for classified ads in the system based on specific criteria and within ranges.

1 Claim 13. (New) An electronic classified advertising method comprising:
2 providing a multi-tier hierarchical structure with a top level sections menu and lower tier
3 section menus;

4 providing each section menu with a SEARCH ADS link;

5 providing each section menu with a PLACE ADS link;

6 providing each section menu with an EDIT ADS link;

7 providing each section menu with a MY PROFILE link;

8 providing each section menu with a MY CHECKLIST link;

9 providing each section menu with an AUTO NOTIFY link;

10 providing each section menu with a HELP link;

11 providing each section menu with a BROWSE ADS link;

12 providing each section menu with an ADVANCED SEARCH link;

13 providing each section menu with a POWER SEARCH link;

14 publishing a classified advertisement;

15 searching for classified ads by category and subcategory;
16 posting new classified ads by end users;
17 modifying, renewing, and deleting classified ads by end users;
18 creating, modifying, and deleting a personal search agent to automatically send new
19 classified ads by email that match predefined criteria;
20 establishing advertisement response criteria; and
21 privately and securely responding to electronic classified advertising.

1 Claim 14. (New) The method according to claim 13, wherein the step of providing each
2 section menu with a SEARCH ADS link further carries out steps comprising:
3 searching for classified ads in the system by section (category) and subcategory.

1 Claim 15. (New) The method according to claim 13, wherein the step of providing each
2 section menu with a PLACE ADS link further carries out steps comprising:
3 posting new classified ads to the system.

1 Claim 16. (New) The method according to claim 13, wherein the step of providing each
2 section menu with a EDIT ADS link further carries out steps comprising:
3 modifying, renewing, deleting, or adding or modifying multimedia files to classified ads
4 on the system.

1 Claim 17. (New) The method according to claim 13, wherein the step of providing each
2 section menu with a MY PROFILE link further carries out steps comprising:

3 registering for an account or updating registration information for an account on the
4 system.

1 Claim 18. (New) The method according to claim 13, wherein the step of providing each
2 section menu with a MY CHECKLIST link further carries out steps comprising:

3 displaying all classified ads that have been marked for future recall and viewing by the
4 system.

1 Claim 19. (New) The method according to claim 13, wherein the step of providing each
2 section menu with an AUTO NOTIFY link further carries out steps comprising:

3 creating, modifying, or deleting a personal search agent that automatically sends new
4 classified ads on the system by email that match pre-defined criteria.

1 Claim 20. (New) The method according to claim 13, wherein the step of providing each
2 section menu with a BROWSE ADS link further carries out steps comprising:

3 presenting a list of all classified ads on the system.

1 Claim 21. (New) The method according to claim 13, wherein the step of providing each
2 section menu with an ADVANCED SEARCH link further carries out steps comprising:

3 searching for classified ads using keyword searching, Boolean options searching, case-
4 sensitive searching, date-ranging searching, or searching with imagery.

1 Claim 22. (New) The method according to claim 13, wherein the step of providing each
2 section menu with a POWER SEARCH link further carries out steps comprising:

3 searching for classified ads in the system based on specific criteria and within ranges.